

EXECUTIVE SUMMARY

2021 Sustainable Health & Wellness Village® Festival Tour

- *Oscar E. McClinton Jr. Waterfront Park, Atlantic City, August 20th – 22nd*
- *Branch Brook Park, Newark, September 24th – 26th*
- *Recreation Park, New Brunswick, October 1st – 3rd*

OVERVIEW

The **Sustainable Health & Wellness Village® Festival (SHWV)** is a 3-day community-based health and wellness program that brings together residents and community resource providers within a festival-like atmosphere to expand access to healthcare and enable self-advocacy in ways that advance public health outcomes and quality of life for communities of color. A unique collaboration across the public and private sectors, government, and faith-based organizations, the SHWV represents a vital community access point for residents to receive clinical and social services. Baseline health screenings and consultations, expert-led educational presentations, and practical lifestyle products are presented and provided to the public free of charge among other fun and enriching activities. The SHWV's thoughtfully designed festival environment generates natural interest and appeal for local community members, employing culturally relevant entertainment and recreational attractions as it expands access to community resources - especially valuable for those with limited access to healthcare. Informed by the CDC's *Social Determinants of Health* and the Robert Wood Johnson Foundation's *Culture of Health Action Framework*, the SHWV's innovative evidence-based model integrates acute care and wellness services with lifestyle activities to address the full spectrum of determinants to overall wellbeing. This innovative community program model promotes meaningful engagements between providers and program participants, creating access to a trusted network of committed experts and organizations on which underserved populations can rely in response to public health emergencies, to advance their long-term wellbeing, and to elevate the collective quality of life within their community.

PROBLEM

The COVID-19 pandemic has triggered a national conversation about the stark health disparities that exist in communities of color. A well-established reality among those in healthcare and social service, the pandemic has been especially damaging for black and brown people with worrying signs that the long-term clinical, social, and economic impacts could still be worse. The compound effect of this crisis set against historic inequities within communities of color suggests these groups and the organizations that serve them face an inflection point – a consequential moment in which innovative and effective community building solutions could help define the legacy of COVID-19 among our most vulnerable populations.

SOLUTION

Since 2014, Caresparc Consulting Inc. has proudly presented the SHWV in collaboration with its growing network of cross-sector partners and providers. First launched in Newark NJ, the SHWV has created many new pathways for communities to access the care and connections that enhance their quality of life. Over its six years in operation, the SHWV has served more than 36,000 event participants with thousands of health screenings, educational presentations, and lifestyle products provided to the community free of charge. Its agile design has enabled the 2021 SHWV to grow in scope and scale to become a statewide community-focused effort, aimed at connecting underserved populations with essential community resources amidst the unique circumstances of COVID-19. This year's program series will serve the communities and surrounding areas of Newark, New Brunswick, and Atlantic City with event weekends planned for summer 2021. The program's design complements our partners' existing public health strategies as they continue to respond to the pandemic. By developing innovative community engagement approaches and cultivating cross-sector partnerships, this year's SHWV promises to improve the opportunities for communities of color to overcome the complex challenges they face now and in the future.

To promote the SHWV's positive community impact, Caresparc Consulting Inc. closely collaborates with *The Institute for Health and Social Equity, Inc.* and *Rutgers New Jersey Medical School* as its lead research and evaluation partners. Committed to improving health and social equity among vulnerable populations, our research and evaluation partners bring innovative evidence-based research methods to evaluate key performance indicators against national benchmarks in meaningful ways that create important insights for the SHWV's community impact and reveal new opportunities to elevate health outcomes and quality of life for the populations we serve.

Months of planning, partnership, and community involvement contribute to the design of each SHWV event. Informed by a thorough needs assessment and community-driven collaborative planning process, each SHWV program is customized to provide a population-focused configuration of care, support, and resources, which addresses the following among others:

- ✓ COVID-19 Care and Prevention
- ✓ Chronic and Infectious Disease Management and Prevention
- ✓ Baseline Health Screenings & Assessment Tools
- ✓ Navigating Healthcare Resources & Services
- ✓ Access to Healthcare Insurance and Effective Utilization
- ✓ Clinical Trial Access & Participation
- ✓ Importance of Vaccination (*COVID-19)
- ✓ Maternity & Infant Mortality
- ✓ Mental & Behavioral Health
- ✓ Community Emergency Preparedness
- ✓ Healthy Food Access & Preparation (w/ Farmers Market & Cooking Demo's)
- ✓ Housing & Homelessness Prevention
- ✓ Ecology & Sustainable Living Practices
- ✓ Elder Care & Veterans Resource Access
- ✓ Crime Prevention & Public Safety
- ✓ Financial Literacy & Planning
- ✓ New Technology Adoption

Within communities, select groups have unique needs that often require a more targeted response. The SHWV is designed to provide specialized support and resources for select populations, including:

- ✓ Seniors
- ✓ Veterans
- ✓ Women (population-specific challenges)
- ✓ Men (population-specific challenges)
- ✓ Children (population-specific challenges)
- ✓ Modern Family Units
- ✓ LGBTQIA+
- ✓ Artists & Creatives
- ✓ Immigrant Populations

While we are hopeful that the circumstances surrounding the COVID-19 Pandemic improve over the coming months, we recognize that added precautions will likely be necessary to ensure the safety of our participants and partners. The SHWV has been redesigned with careful attention to the most recent CDC guidelines and directives from Governor Phil Murphy, the Commissioner of Health, and local public health officials, including:

- ✓ Use of Face Coverings
- ✓ Physical Distancing
- ✓ Hand Hygiene
- ✓ Use of Cross-ventilated Open-air Pavilions
- ✓ Increased Spacing Onsite for Partner & Vendor Positions
- ✓ Wide Passageways with Directional Signage for Pedestrians
- ✓ Enforced Crowd Limits

The SHWV's entertainment and recreation activities include live music performances, art installations and demonstrations as well as group fitness, boxing exhibitions, cycling tours, and many other healthy fun offerings designed for all ages. The SHWV is designed as an outdoor event that is hosted in designated public parks within communities. This venue promotes the use and an appreciation for shared green spaces as it supports the program's focus on health, wellness, and sustainability.

OPERATING MODEL

At its heart, the SHWV is a community-driven collaboration involving residents, local leaders, and organizations across the non-profit and corporate sectors, government, service agencies and institutions, and faith-based groups. The SHWV is a self-sustaining event that is offered to each community free of charge. The costs of producing each event are shared primarily among our committed network of corporate, institutional, and government partners through direct sponsorships, grants, and in-kind support. Sponsorship funds are managed and directed by a designated lead non-profit agency with oversight provided by third-party accounting firm. This added level of transparency and accountability ensures that each program is produced effectively and efficiently to deliver greatest benefit to the communities we serve. This year's lead (501)(c)3 non-profit agency is New Jersey Give a Kid a Dream®. Caresparc Consulting Inc. manages the planning process for each program, convening the relevant community partners and participants to facilitate planning and preparation. Many months of collaborative design culminates in an exciting festival weekend offering key clinical and social services within a fun and safe environment.

TEAM

The SHWV is developed and managed by Caresparc Consulting Inc. The firm represents a proven team with exceptional experience in health and wellness programing, fund development, marketing, communications, and special event management. As an organization of innovative expert consultants with broad visibility across healthcare, government, non-profit, corporate, and academia, the Caresparc Consulting Inc. team and its partners are uniquely positioned to provide valuable resources and build important relationships of trust and partnership within communities as the foundation for effecting meaningful improvements in population health outcomes.

Partner Highlight

Its cross-sector network of committed providers and partners makes the SHWV a uniquely valuable and vital community asset. The 2021 SHWV welcomes *The Atlantic City Boxing Hall of Fame* (ACBHF) as one of its newest partners. Sharing a commitment to advancing quality of life in communities of color, the ACBHF produces programs year-round that preserve and celebrate the sport of boxing's legacy while it promotes urban economic development and the veterans community. Presented in conjunction with the annual *Boxing Hall of Fame Induction* ceremony and event weekend, (Atlantic City, August 20th-22nd), the 2021 SHWV in partnership with ACBHF promises to bring many new fun, interactive, and impactful activities to the area's underserved communities.